



## Here 'N There

**CONFIRMED**, according to medical researchers at University of Michigan, are indications of a link between prolonged use of cortisone and related drugs and development of eye cataracts.

### ACCIDENT FACTOR

Studies at the University of California indicate a cause of head-on collisions could be color of the automobiles involved. There are indications that a driver's judgment of how far away an approaching car may be is influenced by the color of the approaching vehicle.

**ACCUSATION** against AMA has been made by a former Rhode Island representative, Aime J. Forand. He is now president of the National Council of Senior Citizens. AMA reported, "Older persons are much better off economically than some people seem to think. Those with special financial situations are an exceedingly small group."

Forand accused AMA of misrepresenting the financial status of the aged to protect their own interests. He strongly backs President Kennedy's care for the aging plan and AMA has a general policy in opposition to it.

**IDENTIFICATION** of imported frames as to country of origin is required with no exceptions and calls for additional markings. Requirements apply to sunglasses and eyeglass frames whether assembled or unassembled, according to the latest bulletin from the Treasury Dept.'s Bureau of Customs. Identification which cannot be removed is required because the Bureau "no longer" considers those persons who install lenses as the "ultimate purchasers."

**PLAN ACCEPTED** — A West Indies health care plan, operating as a voluntary health care program, has been accepted as an affiliate of the National Association of Blue Shield Plans.

Did you see Boobs in the Woods an article on hunting in an October issue of SATURDAY EVENING POST? The article promotes vision care and safety methods. Mr. Sherrod, editor, has granted us reprint privileges.

## AOA News One Year Old

For the AOA News, this is an important issue . . . the first in a new volume. It was one year ago that the AOA membership received the first edition of a new publication in keeping pace with communications methods utilized by other professional groups. It was to become a companion to the profession's official Journal.

The AOA News became the responsibility of the Publications Committee which was formed early in 1962, and consists of Irvin M. Borish, chm.; Edward T. Jennison, Jr., San Antonio; Byron E. Woodruff, Roseburg, Ore.; and Trustee Consultant Melvin B. Dunbar.

The News was begun under editorship of Richard McCaffrey who was promoted during the year to director of Public Relations. He was succeeded by the present editor.

The printers (Nordmann Printing Co.), who delivered the first "baby" a year ago, have been retained through the year for their ability in publishing tabloid papers, co-operation, and reasonable production cost figure.

While some stories are not listed as the top stories of the year, the News has been proud to report many of the interesting features related to optometry; many times with photos, when pictures were shared by those "reporters" sending the stories. While the News has a limited

staff, it has been well served by its army of volunteer "reporters" who take time from busy offices to send suggested stories. These "reporters" include practicing ODs, students, college faculty members, manufacturers, wives of ODs, and others who are "just interested."

Letters to the editor have come from every state and from foreign countries. Not every letter has been printed for lack of space but we believe every letter has been answered.

Our most reliable and constant source of news has been the optometric association executives, editors of their publications, state association officers, and of course, the faithful AOA officers and committee chairmen.

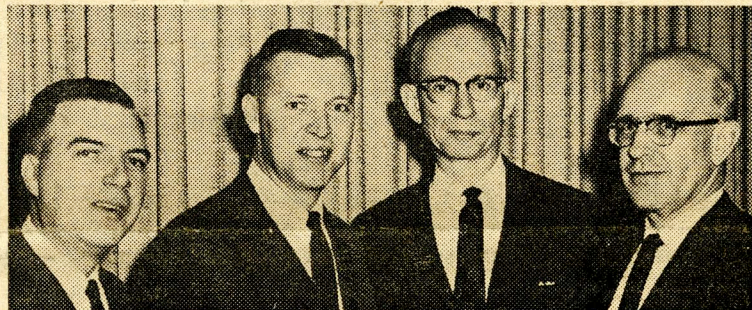
Not all materials received could be used, unfortunately . . . typical among most publications. Many times copy is ready for publication and at the last minute is removed from the final plan when an important announcement of interest to total AOA membership demands space. This is what makes the state association "reporters" such a commendable group . . . for in spite of these unforeseen demands on space and instances where copy is not used, they continue to supply us with information.

The AOA News tries to see how best it can inform AOA members by augmenting materials released direct or through state and regional media; at the same time, using as much material of local and regional nature as possible for the information of members everywhere who may be able to secure ideas from learning of the activities of others.

AOA News has enjoyed serving optometry in 1962—it looks forward to further progress, expansion where possible, and thus, still better service, in the months ahead.



With all good wishes  
for a happy New Year



## SOAE Memphis Meeting Successful

The meeting of the Society of Optometric Association Executives in Memphis has been termed "one of the most successful." With the increased activities of optometric groups, a broader interest among the general public in optometry, the agenda of the meeting took on a more professional appearance and on a broader scale, although basics were not overlooked and healthy discussion became an important part of sessions. Above (l-r) are SOAE President, Stan Smith, Mass.; Bob Decker, Conn.; AOA President H. Ward Ewalt, Jr.; and William V. Emmons, director, AOA Department of Organization.

## Vision And Autos Discussed Before Academy

Many lives probably are lost in automobile accidents each year because cars are designed without proper attention to "seeability," an Indiana University vision expert believes.

"It almost appears that automobile manufacturers believe that vision has nothing to do with driving," asserted Dr. Merrill J. Allen, who heads the Motorists' Vision Research Project sponsored at the university by The American Optometric Foundation.

"I believe that another look at accident statistics is in order," Dr. Allen said in a speech at the recent national convention of the American Academy of Optometry. "Failure to see is not only possible as a cause of accidents, but is also probable. The blame for the thousands of lives lost each year lies in part, at least, with the automobile manufacturers, for not a single visual handicap built into modern automobiles needs to be there."

Not one of 54 American and two European cars tested in the Indiana project could meet all of the "simple visual requirements for daytime driving," which are, Dr. Allen said, that the driver be able (1) to see through the windshield without reduction in scene contrast nor serious reduction in brightness; (2) to read the instrument panel with his eyes a minimum of time away from highway; and (3) that the automobile be free of sources of glare in the field of view.

A major hazard, Dr. Allen said, is the brightness difference between the luminance of the dashboard instruments and the road scene observed by the driver. His study has shown that this difference on the average is 12 to 1. The result is, he said, that as the driver shifts his eyes from the road to the dash, more than a second is required for him to see well enough to read the instruments. When

his eyes are returned to the road, he is temporarily dazzled due to the heightened sensitivity his eyes have acquired to see the dash panel. "The critical instrument panel details are the darkest thing on the dash," Dr. Allen said, "an indication of the manufacturers' disregard of the facts of vision."

In one car, Dr. Allen's group recorded a light differential in the driver's area of vision of more than 10,000 to one. This was between the speedometer and the sun's reflection from a chrome-plated windshield wiper. The average for all cars, under all light conditions, was more than 400 to one. "This is intolerable for good seeing," Dr. Allen said.

He described the situation as comparable to trying to see details in a dark hole surrounded by a brightly illuminated white surface. "You can't do it," he said, "because your eyes adjust to the brightness of the white surface."

Dr. Allen emphasized the hazards of reflections of light-colored dashboards in windshields. He showed photographs made through a windshield, with and without a black cloth laid on the dashboard. A man standing in the shade on a tree-lined street could not be seen in the picture made without the cloth. "The pedestrian," said Dr. Allen, "couldn't guess that he was invisible to the driver of this typical modern car."



## Word Spree of '63

We noticed a church bulletin board the other day with a notice to the effect that **NONE IS APT TO SUFFER EYESTRAIN FROM LOOKING ON THE BRIGHTER SIDE!**

This is an age in which everyone likes to play with words . . . not only the comedian on the stage or the writer of books and editorial columns: Have you overheard the church recreation leader say to a member of his "youth group" (not youngster!) "slip me some" as he extends a hand of friendship? Noticed the photo in the local paper that came from miles away, but given preference over local shots because of a gimmick headline plus an obviously posed, yet amusing, situation?

Who jumbles all these words is hard to say; but, we must be cognizant of the fact that many are from persons paid for "creating" ideas in agencies for advertising or public relations purposes. These ideas are not spoon-fed, but literally tossed out to millions of hungry youngsters and oldsters via television, newspapers and magazines. Some pay for the spreader—some do not.

One recent survey found that a third (35%) of newspaper copy is entirely written or at least inspired through public relations people. . . . not only clever quips—but also palatable educational copy.

For an editor this is difficult to accept . . . for a member of a team serving a profession like optometry . . . it offers a challenge. While the editor likes to think of his paper as being original, he realizes this is not true. A member of a professional team must realize this age offers a great opportunity for educating the public in his profession.

You can bet that most of that 35% of public relations-inspired copy is chosen from the best ideas presented . . . optometry has the opportunity of offering newspapers and group meetings subject matter which is different, educational, and above all highly acceptable. For those of you on the team—slip me some skin . . . you're the greatest . . . that's the way the ball bounces—so congratulations, you've zeroed in . . . on a **BRIGHTER NEW YEAR!**

## Resolutions

The season to be jolly has passed and we are thinking of resolutions for the new year. How we make them, how we keep them, how we break them, will be a great part of the measure of our success or failure, not only for the year ahead but for how we stand as individuals, practitioners and as an association.

## Letters

Gentlemen:

My congratulations to Lion Dr. Douglas Wisman, (Nov. AOA News) both for the honor given him and for his willingness to bring honor to his profession in this indirect way. In Arkansas, we are currently encouraging more of our colleagues to make themselves available for such roles of service.

As for being a "first" . . . here in Arkansas two years ago, one of our three district governors, **Warner Cruce, McGehee**, was an optometrist; likewise, the year prior to that, **Bill Polk, Ft. Smith**.

Your very truly,  
V. O. McNabb,  
Morrilton, Ark.

Editor:

. . . First, my congratulations to Dr. Wisman for his public spirited service—we need more of this in optometry. However, I would like to lay claim to the first until some one else displaced me. I served as District Governor in District 9B Iowa in 1950-1951 and hold the Distinguished Service Award from Lions International. I am now an International Counselor.

I would be interested to find out who for sure was the first to serve as a District Governor in Lions International among we optometrists.

Sincerely,  
Roy W. Hinson, O.D.  
Fairfield, Ia.

## Dr. Howard Lewis Presented Award

Howard T. Lewis, Durham, N.C., chairman of the AOA Committee on Visual Aid to the Partially Blind was honored at the American Academy of Optometry meeting in Miami, by the World Committee on Employment of the Handicapped.

The optometrist was presented the International Award for efforts in the fields of optical aids for persons handicapped by partial blindness; dissemination of information to the public creating an awareness that persons with visual handicaps can be productive citizens; and, advancement of the concept of vocational employment to more fully utilize available manpower.

The World Committee on

## Highlights of '62

The list of major AOA News stories of 1962 are difficult to arrange in order of importance. AOA consists of about 2/3 of the practicing optometrists; therefore, the varied interests within optometry are reflected in the Association.

We have selected ten important developments using the criteria: greatest influence on greatest number, hence widest interest.

1) Expanded action of AOA Washington Office and efforts on Federal Trade Commission activities, passage of H.R. 10, and stories on other legislative activities.

2) Progress in space vision and aeronautics.

3) First Latin American Optometric Congress, attended by AOA president.

4) Appointment from optometry to President's Advisory Committee and other appointments to groups outside optometry.

5) McKay—Marg Electronic Tonometer.

6) Expansion of DPI with counsel from Edward L. Bernays.

7) Downward trend in student enrollment reversed through Vocational Guidance.

8) Advancement in vision research (emphasis on "seeability" in automobiles.)

9) Increased AOA membership.

10) AOA News completes first year of publication.

## Do It Yourself?

We thought the do-it-yourself craze was losing some of its steam, except where budgets make it a necessity. Apparently an eastern manufacturer is more optimistic. That firm is now distributing through retail outlets a do-it-yourself eyeglass frame repair kit with everything from screws and a screwdriver to a magnifying glass . . . and more . . . the manufacturer says it's ideal for self-service packaging.

Next step do-it-yourself ophthalmoscope?

Employment of the Handicapped, with headquarters in Coral Gables, Fla., is headed by Leo Axelrod of Washington, D.C., who made the presentation.

In addition to his AOA work, Dr. Lewis serves as a consultant to a current Rehabilitation Codes Project sponsored by the Federal Office of Vocational Rehabilitation and the Association for Aid of Crippled Children.

## COLOMBIA

(Continued from Page 1)

President, H. Ward Ewalt, Jr.

Dr. Ewalt spoke before the Congress presenting a paper on "One Hundred Cases of Aniseikonia."

Others in the U.S. delegation were Ralph E. Wick, president, American Academy of Optometry; Henry W. Hofstetter, professor and director of the Division of Optometry, Indiana University and a director of the Sociedad Americana de Oftalmologia y Optometria; Donald Springer, Anniston, Ala., who lectured on the detection of glaucoma and demonstrated use of the MacKay-Marg electronic tonometer.

The Republic of Colombia has had legislation in optometry since 1933. It was revised and is now covered by Presidential Decree No. 825 dated Mar. 23, 1954.

Article No. One defines optometry this way: "For the effect of this Decree, it is understood that optometry is the determination and scientific measurement of the refractive defects, accommodation and mobility of the human eye. The measuring, prescribing and fitting of glasses that correct such defects. The fitting of contact lenses, of ocular prosthesis and the practice of orthoptic exercises without the use of drugs, medicine or surgery."

AOA's participation in the International Ophthalmic-Optical League has opened wider the lines of communication between national groups working for the profession in other nations. Prior to the opening day of the 65th Annual AOA Congress in Chicago this year, the AOA Council on Optometric Education sponsored a symposium, the first of its kind, on International Optometric Education, to determine how best the facilities of American optometric education and teaching can assist in promoting better vision care for people of all nations.

American schools and colleges of optometry maintain the most extensive research programs in visual science and physiological optics in the world and have trained the majority of practicing optometrists in Latin America.

This First Colombian Optometric Congress is a forward step on optometry's road to expansion beyond present frontiers.

## AOA NEWS

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George Allen, Jr. Editor  
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## Serving On AOA Executive Staff



Anko Jansen A. M. Katz

Now fulfilling duties on the executive staff of the AOA in the St. Louis office are Anko P. Jansen, production manager, and Albert M. Katz, accountant. Mr. Jansen fills a new position necessitated by the increase in production of AOA materials, including brochures and other printed matter. He is also responsible for addressing and mailing. Mr. Katz succeeds Clarence Sutton in the accounting office.

A native of Malang, Dutch East Indies, Mr. Jansen brings to AOA a considerable amount of experience and a highly interesting background. He studied at the Dutch School for Higher Education at the University of Arnhem and at Washington University in St. Louis. He was employed by a Dutch morning paper, *Algemeen Dagblad*, and in St. Louis has been employed by the Christian Board of Publications and by Quality Printing Company. His experience also includes a position with military personnel with the Dutch Department of Defense.

Mr. Jansen came to the United States six years ago and acquired citizenship in March 1962. His wife is a native of The Netherlands and they are the parents of two children.

Mr. Katz is a certified public accountant with over eight years of experience and is certified in both Missouri and Florida.

Mr. and Mrs. Katz have three children.

Prior to joining AOA he was employed by a real estate and construction firm as accountant and office manager.

A graduate from St. Louis University Mr. Katz is a member of the American Institute of Certified Public Accountants and the Missouri Society of Certified Public Accountants.

## COA Issues 'Summons'

Each member of the California Optometric Association has been "summoned" to appear at Sacramento Feb. 20-23, to celebrate the 60th anniversary of the Optometry Law in the State by attending the annual COA Congress. Novel invitations were sent to the members in the form of a "Summons" to appear in the "Supreme Court of the State of Optometry."

All members pre-registering will receive plastic zipper cases. Headquarters hotel rooms are assigned on a first come basis. The COA Congress Committee is made up of Drs. D. LeRoy Leatart, chairman, Walter O. Studt, and Harold Jacobson.



## Wm. MacCracken Honored By NAA

William P. MacCracken, Jr., the American Optometric Association's respected Washington counsel, was honored by the National Aeronautics Association last month upon the Association's 40th anniversary.

Mr. MacCracken, holder of Commercial Pilot License No. 1, has been identified with aviation since its early days. The NAA credits the AOA counsel as the initiator of domestic aviation laws in America today.



William MacCracken

A friend of Orville Wright, Charles Lindbergh, Gen. "Billy" Mitchell, Amelia Earhart, and other greats in aviation history, Mr. MacCracken headed the first U.S. Aviation Bureau.

The November issue of "National Aeronautics" traces the history of air travel in the U.S. and says "Bill" MacCracken was responsible for eliminating the threatening tangle of state laws and licenses in the early days which made modern interstate air travel possible.

The Washington attorney has served as legal counsel for the NAA for most of its 40 years of existence. And the magazine points out he is still looking ahead — "there's a big job to be done

in developing international agreements and space law—and dedicated men are needed to do it."

## Attendance 'Blitz' In South

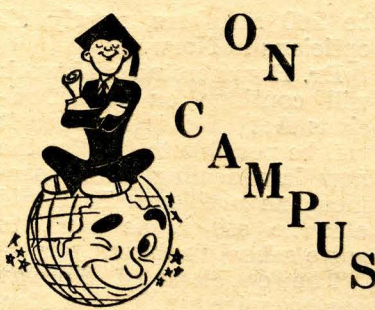
"Specialty Day," an innovation reflecting the professional maturity of specialization in optometry, will be introduced at the 40th annual Southeastern Congress of Optometry, Feb. 23-26, in Atlanta.

The entire day preceding the formal opening of the Congress Feb. 23, will be devoted to concurrent seminars on visual training and contact lenses.

Dr. Thaddeus H. Murrroughs, Santa Barbara, Calif., nationally known lecturer and educator, will conduct a 5½-hour Visual Training Workshop.

An attendance incentive "blitz" of the entire South was launched this month as two additional lecturers were announced. More than 250 laboratory and manufacturer representatives started personally passing out 25,000 miniature invitations.

Another headliner, Dr. Maurice G. Poster, of New York, chairman of the AOA Contact Lens Committee, was announced for several hours of lectures on the program, and James R. Young, sales development manager, Shuron Optical Co., will present two lectures to demonstrate the method of presenting optometric services in the shortest time.



**LACO**—A branch of Toastmasters International has been formed by the students at the Los Angeles College of Optometry according to James English, faculty adviser. Known as Optomasters, the group is sponsored by the San Gabriel Valley Optometric Society. Dr. Robert Severtson, President of S.G.V.O.S., and an active Toastmaster was largely instrumental for the establishment of the club.

Officers elected for the year include: William Vingoe, Pasadena, president; Harold Krajian, Hollywood, and Michael Gass, San Pedro, vice presidents; Monte Clark, Garden Grove, secretary; Ronald Rochester, La Habra, treasurer; and Arlan Farajian, Hollywood, sgt. at arms.

**INDIANA U.**—The Optometric Dames' Club held an auction of Christmas items made by members.

Mrs. Stephen Van Cleve reported on the Christmas Dance.

The refreshment table was decorated by Mrs. David Bridgeford and Mrs. David Sloan.

Guests present were Mrs. H. W. Hofstetter and Mrs. Merrill J. Allen.

## ICO Continues Seminar Technique

Three staff members of the Illinois College of Optometry will head up an education program at the Badger Congress to be held in Milwaukee, January 26-27.

The lecture team, led by ICO Dean Alfred A. Rosenbloom, includes E. R. Tennant, Professor of Optometry, and Paul F. Shulman, Professor of Ocular Pathology.

The 2-day meeting is sponsored by the ICO Alumni Association. Proceeds will benefit the Illinois college. Congress chairman is Dr. B. J. Shannon of Mauston, Wisc.

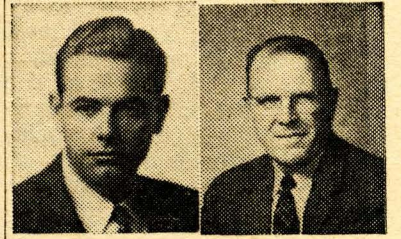
According to Dr. Rosenbloom, similar postgraduate seminars were co-sponsored last year by the Florida Optometric Association and the ICO alumni in Orlando and Miami. Nearly 150 optometrists attended.

"This is a new technique," Dr. Rosenbloom said, "thru which ICO is taking its education facilities into the field—as opposed to having doctors make the trip to the college."

Dr. Rosenbloom says that if this plan appears to serve the needs of the profession, it could be carried into other states across the country.

The Badger Congress presentation will be a 12-hour educational seminar consisting of lectures and discussion on modern refractive methods and prescription analysis, vision care of the aging patient, visual examination of aging and partially sighted patients.

## Contact Lens Symposium Plans Move Ahead



Plans for the AOA Contact Lens Symposium are moving ahead rapidly. The event will be at Ohio State University Feb. 3-4.

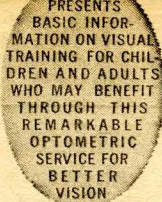
Included among the outstanding participants secured for panel discussions are Robert L. Berk, Ed.D., assistant professor of psychology and remedial reading at Massachusetts College of Optometry, and Karl U. Smith, Ph.D., professor in the Department of Psychology, University of Wisconsin.

Norman Bier, the well-known British authority on contact lenses and subnormal vision aid, gave a series of lectures at the Indiana University Division of Optometry on Nov. 30-Dec. 1. He has also appeared at Illinois College of Optometry. Both were successful informative presentations.



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## AOA Forum On Visual Problems Ready For Feb. 22

The American Optometric Association's 16th annual Forum on Visual Problems of Children and Youth will be held Feb. 22-24 at the Hotel Statler, Cleveland, O.

Co-sponsored by the Ohio Council of the International Reading Association and Ohio State Optometric Association, the forum will feature some of the nation's most prominent authorities in education and psychology.

Workshops on "Vision and School Achievement" will open each day of the three-day affair, Dr. Lois Bing, chairman of the AOA Committee on Visual Problems of Children and youth, reported. They will be conducted by her committee, and Committees on Orthoptics and Visual Training, and Practice Management.

Each workshop will cover testing and training necessary for the child who is "under-achieving," and techniques to handle such children most effectively in optometric practices.

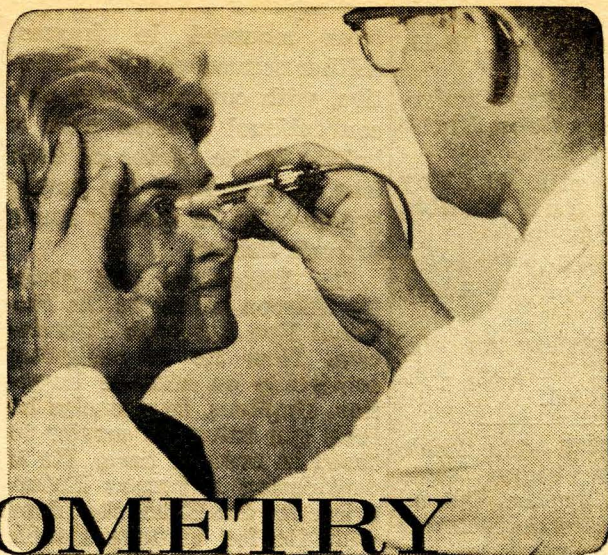
## VIP Certificates Exceed 100,000

The number of vision certificates ordered from Vision Information Program has exceeded 100,000. Approximately 70,000 have been issued and about 13,000 patients have received their two-year expiration notices. These statistics are based on a summary as of Aug. 31, 1962.

In announcing the success of the program, VIP says all indications are that the "net trend (in use of certificates) is one of steady growth."

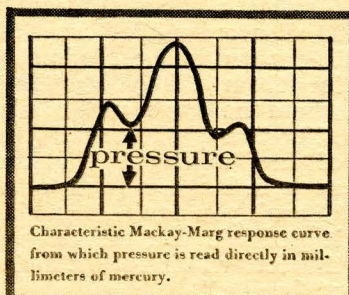
The pilot vision certificate program was started in 1958 in Indiana only. In May 1960 it was made available to optometrists in all states. A sudden spurt in 1961 in use of the certificates reflected a favorable reaction to results original subscribers had with the program, according to VIP, and a spurt again in early 1962 indicated success after two years by other optometrists using the program.

The usage of certificates almost tripled during 1961-62 even though, VIP says, there was virtually no organized promotional activity during that period.



## TONOMETRY for Optometry—

Valid corneal tonometry without anesthesia...now available in your office with the revolutionary, new Mackay-Marg Electronic Tonometer. Based on a new concept in intraocular pressure measurements, this new diagnostic instrument for modern optometry is rapid in application, easy to handle, gives a permanent graphic record of results. • Disposable sterilized tips. • Built in calibrator assures reliability. • Unconditional one year guarantee with two additional re-standardizations of the probe are included. • Each quick application of the probe yields a characteristic Mackay-Marg tonogram as shown.



**BIOTRONICS, INC.** Financial Center Bldg., Oakland 12, Calif.

Please send details on the Mackay-Marg Electronic Tonometer as described in American Optometric Association News.

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## Exhibit Gets Good Response

At this writing inquiries have come to AOA from 30 states and as far away as Jamaica, England and Canada for materials as a result of the exhibit at the Conference of the American Public Health Association in Florida recently.

Optometry was well represented at the meeting and indications at the meeting were that optometry was getting good attention and that the members of the profession were interested in APHA. These inquiries substantiate those early indications.

It is interesting to note that a number of the requests for materials have come from medical doctors, many of them representing local health groups.

## Policy Planning Set For Jan. 6-7

Development of a more clear-cut interprofessional relations policy is planned as a major part of the Jan. 6-7 meeting of the AOA Committee on Interprofessional Relations. It is also planned to delineate the Committee's sphere of activity, according to James C. Manville, chairman. The meeting is being held in Chicago.

## Safety Meetings Set

A number of state meetings dealing with safety have recently been announced. Among them are the following:

Louisiana Safety Conference, December 10-11, New Orleans.

Southern Safety Conference and Exposition, March 3-5, Jackson, Miss.

Massachusetts Safety Conference and Exhibit, April 1-2, Boston.

All Ohio Safety Congress and Exhibit, April 16-18, Columbus.

Virginia Safety Association Annual Meeting, May 9-10, Richmond.

**SUCCESSFUL**—The Trade Name File begun some years ago by the Optical Manufacturers Association has proven valuable . . . saves embarrassment and expense. The file was begun as an answer to the problems in selecting trade names for indentifying ophthalmic products.

Each October manufacturers, members and non-members of OMA, are polled for additions and deletions and a revised listing prepared. The most recent list was distributed Dec. 11, 1962.

**GLASSES AND ETHICS** are in the midst of a controversy within the medical profession. Meeting in Los Angeles, the Judicial Council of the American Medical Association sought to brand as unethical the dispensing of eyeglasses by a physician at a profit; but, the House of Delegates returned the matter to the Council "for further study."

Where does the AMA's Ethics Committee fit in . . . does that group or the Council have the final word?

## Norwegian Merger Of Opticians Groups Approved

The Norges Optikerforbund (Norwegian Optical Association) and Urmakernes Optikerforbund (Watchmakers Optical Association) have approved merger of the two organizations Jan. 1, 1963, according to Svein Hommerstad, general secretary of The Northern Optical Council.

The new association will be Norges Optikerforbund. Former President Carl W. Muller, of Norges Optikerforbund and member of the executive committee of the International Optical League will act as president of the new association. There will

be 260 members, nearly all opticians in Norway.

Dr. Hommerstad said work will continue on an "Opticians Act" and it is hoped it will be possible to finalize the new law dealing with paramedicine problems. It should also be easier, he says, to solve school problems.

The opticians of Norway are organized under the Norwegian "Handicraft Law." A "federal committee" last summer agreed that there is no future use for this law in Norway but a few "handicrafts," including "opticians" should be organized under the Norwegian Health Department.

Dr. Hommerstad took his degree at Jena School of Optics and is an affiliate member of AOA.

## Inventor Meets Needs—Then Shares Patents

A Memphis optometrist with imagination, abilities to observe needs and create some of the answers to them, and who has a deep feeling for the needs of others, . . . Irving P. Filderman, has not stopped with inventing aides for those with vision problems; but, goes further to share the inventions with those whom he feels can make them available to the greatest number having needs for service.

If a young man were to come to you with the story of a prospective mother-in-law who was opposed to her daughter's taking his hand in marriage because she would have to "spend the rest of her life driving him around," what could you think of that might help? This young man was legally blind. He went to Dr. Filderman in Memphis, Tenn., demanding that his vision be improved to the point where he could drive an automobile.

The answer the doctor found to the problem was the Telecon, now quite well known through the profession of optometry. The Telecon replaces double lens systems mounted in frames, neither convenient nor attractive, with contact lenses and conventional glasses with a bubble in the center of each lens. It permitted the young groom-to-be to qualify for a driver's license.

Dr. Filderman has given his Telecon patent to the National Eye Research Foundation. Now he is assigning ownership on another invention, Pupilems, to agencies he feels can bring its service to those in need of care. He is considering Arkansas Enterprises for the Blind, the Lions Institute for Visually Handicapped Children, Lions International, the Jewish Guild for the Blind, and St. Paul Rehabilitation Center in Boston. His interests extend also, of course, into the colleges of optometry.

The Pupilems, finally perfected early this year, is a lens which rests on the lower lid and extends upward only high enough to cover the pupil, and free from involvement with the upper lid.

Soon after perfection of this device, a Strategic Air Command pilot came to Dr. Filderman with a problem. His bifocal glasses were becoming a problem with perspiration and oily secretions of the skin during periods of stress . . . times when gloves and helmet cannot be removed. Bifocal contact lenses met with little success when corneal lenses were used. Pupilems was the answer. "We weighted the bottoms of the

lenses to prevent rotary motion and ground in the bifocal prescription. The SAC colonel came back for fitting, was dismissed, and proceeded to a 17-hour non-stop flight around the world. Dr. Filderman related to E. W. Brody, a writer for The Commercial Appeal, Memphis newspaper. Mr. Brody had requested an interview and Dr. Filderman's full story was printed in the newspaper with color photographs, that the public could know better how optometry serves the welfare of others.

The Memphis optometrist has used Pupilems to correct astigmatism and he has used contact lenses to help correct keratoconus. Dr. Filderman says "No spectacle fully corrects this condition, but we found that the use of contact lenses is most effective. They can take a person from one or two per cent to 20-20 vision."

The doctor's patients have included Miss Missouri for 1961 and Miss Tennessee for the same year, both finalists in the Miss America Pageant. He has practiced in Memphis since 1946, and prior to that year was in the Air Force and practiced in Jackson, Tenn.

The Telecon was patented this year . . . then given outright to NERF. Trademarks and copyrights are pending on the Pupilems.

"This is what really makes it all worthwhile," says Dr. Filderman as he reads a letter from the youngster to whom he gave usable sight after two and one half years of braille study. The note says, in large printed letters, "Thank you again for making it possible for me to write this letter in ink-print instead of braille."

## AOF Sponsors Book—Discloses Contents

Contents of the textbook **Vision of Children**, edited by Drs. Ralph E. Wick, Rapid City, S.D., and Monroe J. Hirsch, Ojai, Calif., have been made known by the American Optometric Foundation.

Production of the new text, scheduled for spring, was underwritten by a grant from the AOF. The book contains an introduction and 17 chapters, each division touching on a different area or aspect of the title subject.

Chapter titles and authors are as follows:

Life Development, and Heredity, Gordon L. Walls; Optometry and Children's Vision, H. W. Hofstetter; Developmental, Congenital, and Hereditary Anomalies of the Eye, V. J. Ellerbrock; The Psychology of the Child, S. Howard Bartley; Visual Acuity of Children, Frank W. Weymouth; The Refraction of Children, Monroe J. Hirsch; Anomalies of Binocular Vision, Meredith W. Morgan;

Treatment of Binocular Anomalies of Vision, Merton C. Flom; Pathology of the Child's Eye, Arthur Schlaifer; Effect of General Disease on the Eyes of Children, Bernard O. Mazow; The Partially Seeing Child, A. A. Rosenbloom, Jr.; The Fitting and Adjustment of Spectacles for Children, Robert S. Eakin; Color Vision, Gordon A. Heath; Management of the Young Patient in Optometric Practice, Ralph E. Wick; Vision Screening in Schools, Henry B. Peters; Contact Lenses for Young People, John C. Neill; The Optometrists Role in the Reading Field, Bernice C. Flom; and Suggested Further Readings, Grace Weiner.

Ten of the authors included in the book hold Ph.D. degrees; more than half of them are presently in private practice; together they have authored nearly 800 papers in optometric, physiological, psychological, educational, ophthalmological, and other journals.

Drs. Wick and Hirsch are the editors of a companion volume **Vision of the Aging Patient**, published in 1960.

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## Wisconsin Convention Set

The annual Wisconsin Optometric Convention will be held in Elkhart Lake May 24-26. Announcement is made by Chairman Bruce S. Thomas of Fond Du Lac.

Schwartz Hotel will be headquarters.

**COA CONGRESS** — the 64th annual California Optometric Association Congress will be in Sacramento to Feb. 20-23.

## For Sale

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